



G.P. BUCHAS
Senior Chain Accounts Manager

13 Walker Way
Albany, NY 12205

518-452-3640

FACSIMILE COVER SHEET

FAX: 518-452-2726

TO:

R.O.U.

FROM:

Rick Westenberg

DATE:

3/8/94

SUBJECT:

Letter to wholesalers

Please type + send the attached
correspondence to all 1623 wholesalers.
This should include all wholesalers in
our geography, including those handled by
S/A/M Tanchyk. Thanks, Rick

Total number of pages, including this cover:

3

If you have a problem receiving this, or did not receive the total number of pages,
please call (518) 452-3640.

51859 6379

TO: All Albany Division wholesalers
Re: R.J. Reynolds Buy-one-get-one free promotions

~~Contd.~~

With the recent price reductions, the ~~value~~^{cost} of our B/G/F promotions have ~~been~~ increased dramatically. ~~Since~~ these programs are primarily used ~~for~~ by our sales force to stimulate ~~the~~ ^{the} ~~sale~~ of our brands. Recently however, some wholesalers have begun to utilize this product as rewards to their better customers, or in some cases, incentive to ~~encourage~~^{induce} retailers to switch ~~wholesalers~~ suppliers. ~~To this~~

In the interest of fairness to all Distributors, all future B/G/F promotions will be designated for R.J.R. Sales rep pick-up only. I request your assistance in ensuring that product shipped to you is reserved exclusively for ^{the} R.J.R. Rep in your area.

This change affects all wholesalers in the states of Vermont + New York, handled by the Albany Division or

51859 6380

Albany Chain Division.

Should you have any questions concerning this charge, please feel free to call ~~me at (518) 452-4273~~ office me at the numbers ~~listed~~ listed below.

Thank you in advance for your cooperation + assistance in marketing our products.

Sincerely,

Rick Westertger
Division Sales Manager - Albany

Office: (518) 452-4273 - ~~office~~
Voice mail: 1-800-RJR-TALK, mailbox # 71406

cc: R. Farmer

RJF 5/12/94 JN 1623

CP/PO G. Berchias

5/12/94 R. Tancayk

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